Monarch Box

Balanced Menthol Taste

ANNOUNCING
MONARCH MENTHOL BOX 83's AND MENTHOL LIGHTS BOX 83's

PRODUCT

Two additional styles of Monarch--Menthol Box and Menthol Lights Box--will be available in your market December 6, 1993.

Monarch Menthol Box products are an entry into the growing menthol savings box category. These products have reduced menthol levels from current Monarch menthol soft pack 85mm styles. Product research has indicated a strong level of acceptance by adult menthol smokers for these products.

PROMOTIONAL SUPPORT

These brands will be supported with a high retail awareness, trial generating program. Impactful point-of-sale material in conjunction with retail package and carton display programs will create awareness and generate trial. A Buy-One-Get-One-Free offer will be available on both styles following initial introduction.

MONARCH MENTHOL BOX PRODUCT PROFILES

		Tar/Nicotine	Filters
Two styles:	Menthol Box 83	14mg/1.2mg	Cork
	Menthol Lights Box 83	9mg/ .8mg	Cork

UPC CODES

Packing	Case (6M)	Carton	Pack
Monarch Menthol Box 83	12300-23706	12300-23713	12300-23799
Monarch Menthol Lights Box 83	12300-33406	12300-33413	12300-33499

CONFIGURATION-BOTH STYLES

	Length (in)	Width (in)	Height (in)	Cube (ft)	Weight
Case (6M)	17.625	11.5625	11.6250	1.371	19.8 lbs
Carton	11.125	1.8750	3.4375	0.041	10.13 oz
Pack	2.2047	0.9055	3.4055	.004	0.933 oz

You can depend on RJR brands that sell. Thank you for your cooperation.

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